

Message Text

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PAGE 01 STATE 120748
ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

DRAFTED BY COM/BED/ITA/OIM/JLBLOW/CMM/DFH
APPROVED BY EB/OCA/CM:JJREILLY
COM/BED/ITA/OIM/CGENGREAU
COM/BED/ITA:OIM:EOOLSEN/AD/EM
STATE/ARA/SMYLES (INFO)
ARA/ECP:WSKOK

-----079076 121139Z /15

R 112200Z MAY 78
FM SECSTATE WASHDC
TO AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO

UNCLAS STATE 120748

E.O. 11652:N/A

TAGS:BEXP, BR

SUBJECT:FY 1980 PROMOTION EVENT SCHEDULE

1. FOLLOWING IS PLANNED FY 1980 COMMERCE PROMOTION EVENT SCHEDULE PROVIDED FOR POST REVIEW AND COMMENT. SCHEDULE HAS BEEN DEVELOPED ON BASIS OF ANALYSIS OF MARKETING FACTORS INCLUDING PRIOR POST INPUT AND RECOMMENDATIONS. THE SCHEDULE IS CONFLICT FREE, INSOFAR AS WE ARE AWARE. POST REQUESTED TO UNDERTAKE REVIEW THIS SCHEDULE AND TO CABLE ITS OBSERVATIONS TO REACH WASHINGTON BY MAY 31, 1978.

2. A. TRADE CENTER EXHIBITION, PETROLEUM EXPLORATION, SAO PAULO, OCTOBER 15-19, 1979.

B. TRADE CENTER EXHIBITION, INDUSTRIAL CERAMICS PRODUCTION
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EQUIPMENT, DECEMBER 3-7, 1979.

C. TRADE CENTER EXHIBITION, METAL FINISHING EQUIPMENT, FEBRUARY 25-29, 1980.

D. TRADE CENTER EXHIBITION, PLASTICS PRODUCTION EQUIPMENT, MAY 5-9, 1980.

E. TRADE CENTER EXHIBITION, INDUSTRIAL SAFETY AND SECURITY EQUIPMENT, JUNE 16-20, 1980.

F. TRADE CENTER EXHIBITION, QUALITY CONTROL INSTRUMENTATION, AUGUST 25-29, 1980.

G. TRADE MISSION, PORT AND CARGO HANDLING EQUIPMENT, JUNE 2-6, 1980.

H. CATALOG SHOW, RIO-MAR'80, SHIPBUILDING, MARCH 1980.

3. THE TRADE CENTER SHOULD SOLICIT OPINIONS ON THE VIABILITY OF EACH MAJOR SHOW FROM THREE AGENTS.

4. USDOC IS AWARE OF POST'S CONCERNS RE PETROLEUM EXHIBITION AT THE TRADE CENTER. EVERY CONSIDERATION WILL BE GIVEN TO CONDUCTING THIS EVENT AS AN OFF SITE IN RIO DURING OFF-SHORE 80. IF RESOURCES BECOME AVAILABLE, ABOVE JUNE SHOW, INDUSTRIAL SAFETY AND SECURITY EQUIPMENT WILL BE SCHEDULED IN THE OCTOBER 1979 TIME FRAME. VANCE

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Message Attributes

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Disposition Date: 01 jan 1960
Disposition Event:
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Original Classification: UNCLASSIFIED
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Review Event:
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Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2716381
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Status: NATIVE
Subject: FY 1980 PROMOTION EVENT SCHEDULE
TAGS: BEXP, BR
To: BRASILIA RIO DE JANEIRO MULTIPLE
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